

## ORDER



**Orders**  
**Order / Rev:** 718012  
**Alt Order #:** 06349799  
**Product Desc:** OBAMA FOR AMERICA  
**Estimate:** 1881  
**Flight Dates:** 09/28/12 - 10/04/12  
**Original Date / Rev:** 09/27/12 / 09/27/12  
**Order Type:** Political

**WUSA**

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential,Political,PL-Federal  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/24/12	09/30/12	7	\$55,800.00	\$47,430.00
10/01/12	10/07/12	30	\$339,200.00	\$288,320.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	7	\$55,800.00	\$47,430.00	0.00
October 2012	30	\$339,200.00	\$288,320.00	0.00
<b>Totals</b>	<b>37</b>	<b>\$395,000.00</b>	<b>\$335,750.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	09/28/12	10/04/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MTWTF--	2:00	5	\$6,000.00	P-1	0.00	NM	5	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/28/12	10/04/12	MTWTF--			5		\$6,000.00		0.00				
2	WUSA	09/28/12	10/04/12	4-5p Dr. Phil	CM	4-5p	MTWTF--	2:00	5	\$4,800.00	P-1	0.00	NM	5	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/28/12	10/04/12	MTWTF--			5		\$4,800.00		0.00				
3	WUSA	09/28/12	10/04/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	2:00	7	\$1,600.00	P-1	0.00	NM	7	\$11,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/28/12	10/04/12	MTWTF--			7		\$1,600.00		0.00				
4	WUSA	09/28/12	10/04/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	2:00	6	\$4,800.00	P-1	0.00	NM	6	\$28,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/28/12	10/04/12	MTWTF--			6		\$4,800.00		0.00				
5	WUSA	09/28/12	10/04/12	Letterman Late Night with David Letterman	CM	1135P-1237A	MTWTF--	2:00	5	\$5,600.00	P-1	0.00	NM	5	\$28,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/28/12	10/04/12	MTWTF--			5		\$5,600.00		0.00				
6	WUSA	09/28/12	10/04/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MTWTF--	2:00	5	\$12,000.00	P-1	0.00	NM	5	\$60,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1881

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WUSA	09/28/12	10/04/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MTWTF--	2:00	5	\$12,000.00	P-1	0.00	NM	5	\$60,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/28/12	10/04/12	MTWTF--		5				\$12,000.00		0.00			
7	WUSA	10/01/12	10/01/12	Mon Prime A Met Mother/Partners	CM	8-9P	M-----	2:00	1	\$56,000.00	P-1	0.00	NM	1	\$56,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1				\$56,000.00		0.00			
8	WUSA	09/28/12	09/28/12	Fri Prime A CSI: NY	CM	8-9P	----F--	2:00	1	\$21,000.00	P-2	0.00	NM	1	\$21,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--		1				\$21,000.00		0.00			
9	WUSA	10/02/12	10/02/12	Tue Prime A NCIS	CM	8-9P	-T-----	2:00	1	\$80,000.00	P-1	0.00	NM	1	\$80,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----		1				\$80,000.00		0.00			
10	WUSA	10/03/12	10/03/12	Wed Prime A Survivor: Philippines	CM	8-9P	--W----	2:00	1	\$56,000.00	P-1	0.00	NM	1	\$56,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----		1				\$56,000.00		0.00			
													Totals	37	\$395,000.00